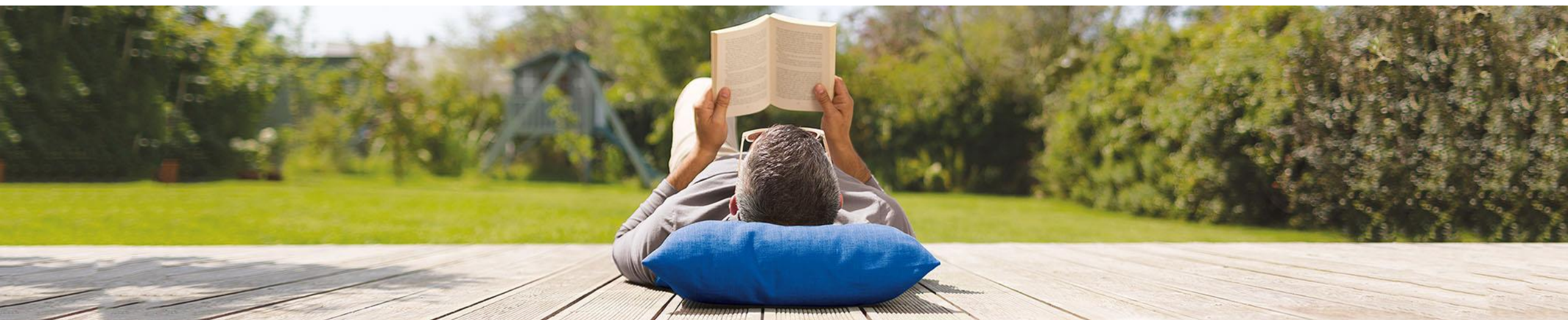


Digital Marketing



AGENDA



Agenda

- Why digital is important
- Why you need to be online
- Desktop v Mobile - what it means to your business
- Why digital is important to you
- How each channel operates in the sales funnel
- Which channel will work for you
- Local and national presence - ensuring your brokerage is visible
- Summary



OBJECTIVES



Objectives

- Understand why digital is so important to your business
- Learn more about digital trends



WHY DIGITAL IS IMPORTANT





Over 1 Billion Users Each



Google Cloud Platform

3

Family of Apps



ONE-TO-ONE

WhatsApp
1+ Billion



SMALL GROUPS

Messenger
1+ Billion



FRIENDS

FaceBook
2.0 Billion



COMMUNITY

Groups
1+ Billion



WORLD

Instagram
1+ Billion

THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



Top 5 Publicly Traded Companies (by Market Cap)



Tech



Other

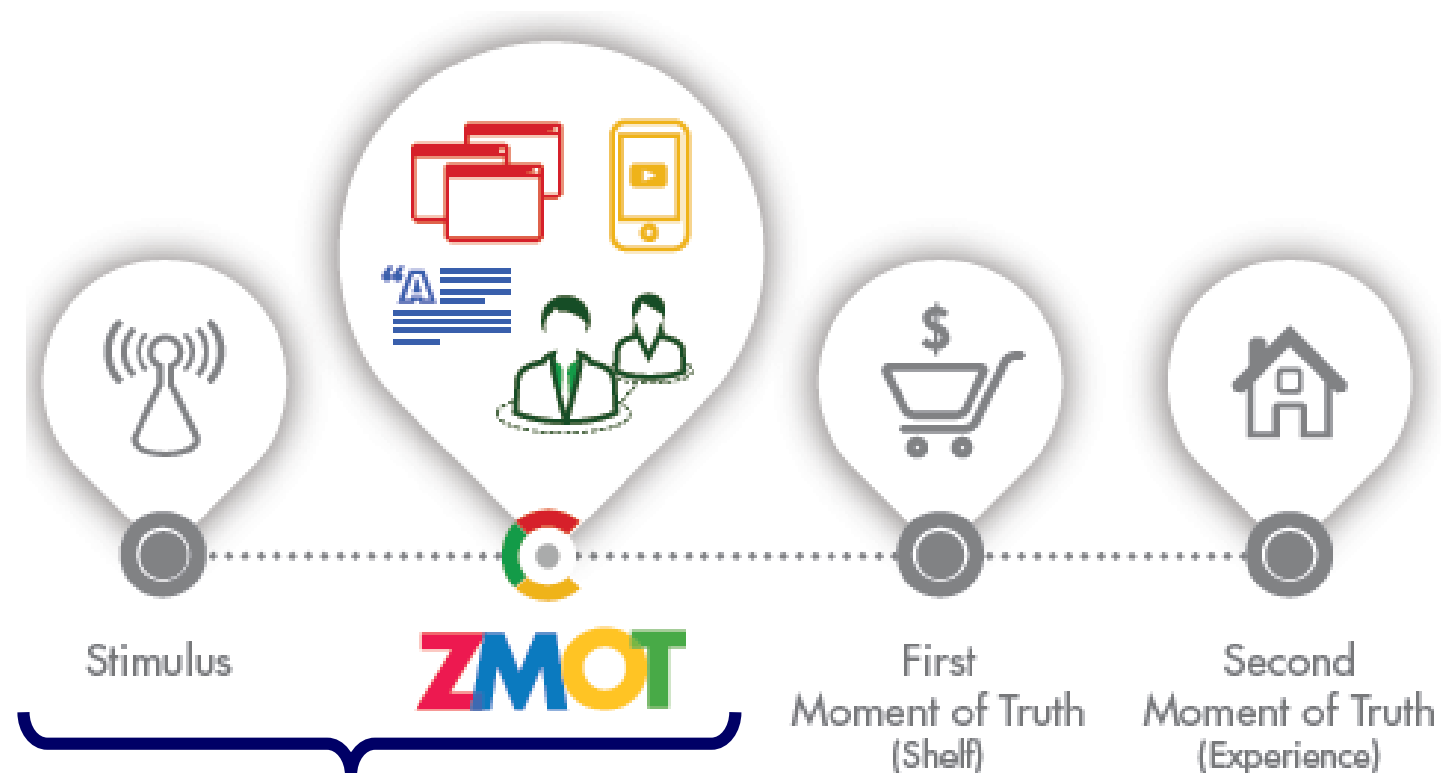


How Potential Clients Find Your Business

The traditional 3-step mental model



The new mental model

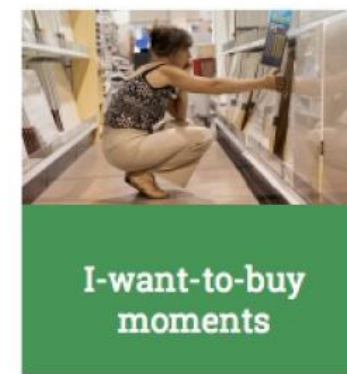
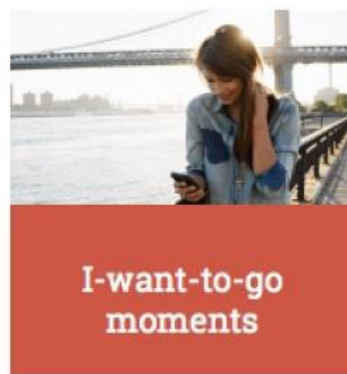
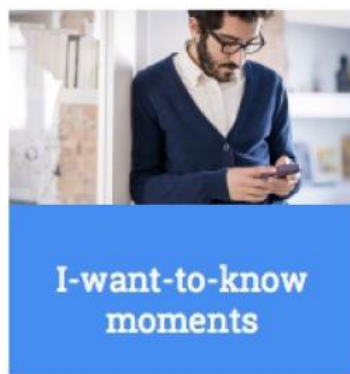


**This now represents 70-80% of the
buyers decision making process**

#Micro-Moments

"Billions of times per day, consumers turn to Google for **I want-to-know, I want-to-go, I want-to-do, and I want-to-buy moments**. And at these times, consumers are increasingly picking up their smartphones for answers."

Jerry Dischler, VP
Product Management, AdWords



WHY YOU NEED TO BE ONLINE

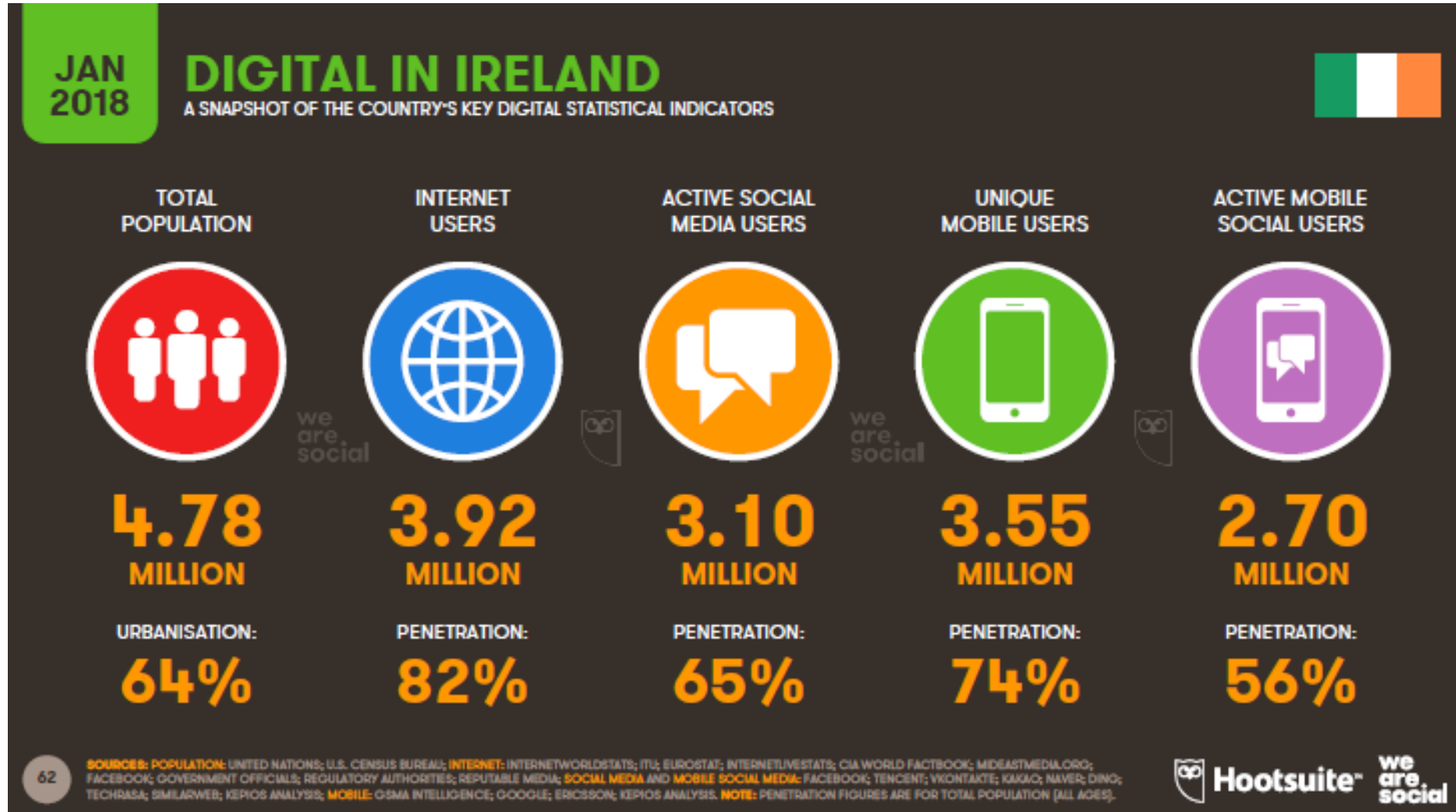


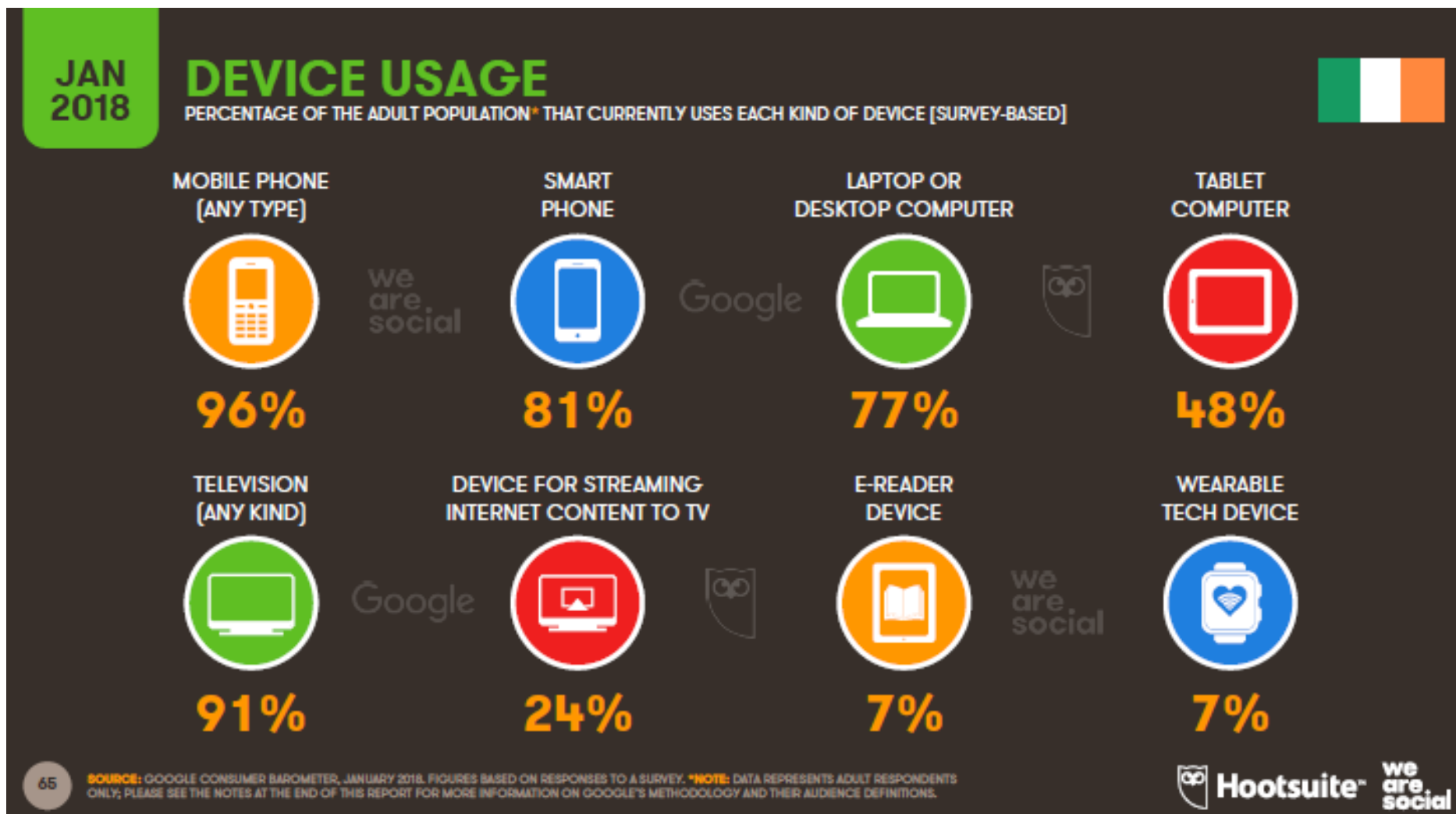


**2005 near St. Peter's - Pope John Paul II's
body is carried into the Basilica for public viewing**



St. Peter's Basilica, March 2013. Pope Francis makes his inaugural appearance on the Vatican balcony





How You Can Get Online

Website



Social Media

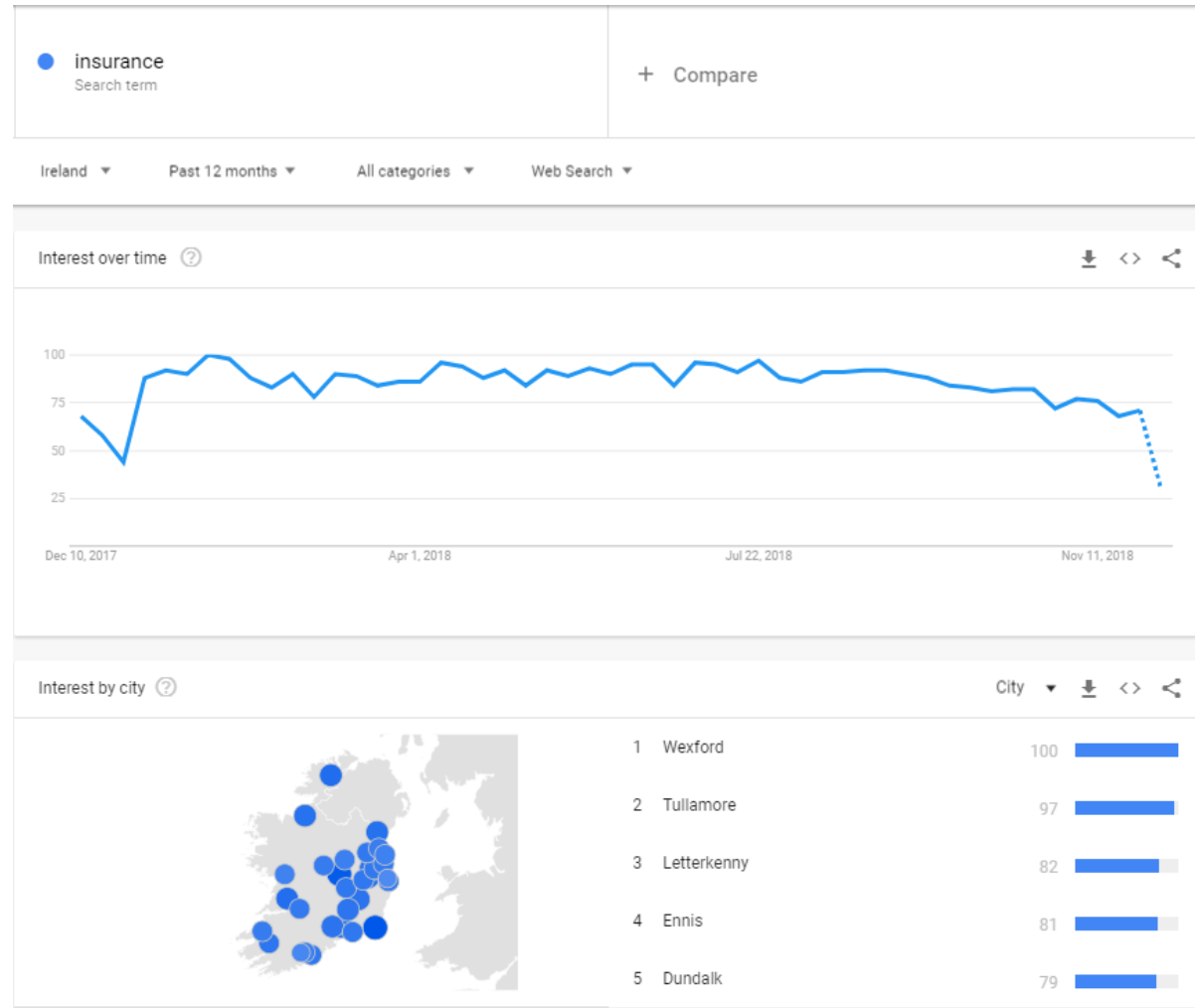


Google My Business



Digital Insights

Insurance



Related Keywords		Export to CSV		
★ Keyword	Vol	CPC	Comp	
★ pension calculator	74,000	€1.19	0.36	
★ irish life pension	1,600	€0.71	0.25	
★ pension ireland calculator	1,300	€0.59	0.23	
★ private pension ireland	390	€2.19	0.51	
★ best pension plans ireland	170	€2.51	0.66	
★ pension providers ireland	90	€1.82	0.35	
★ best performing irish pension funds	50	€2.17	0.59	
★ mercer pension calculator	30	€1.61	0.23	

🔥 Tried our latest free chrome extension? [SEO Minion](#)

People Also Search For		Export to CSV		
★ Keyword	Vol	CPC	Comp	
★ pension calculator	74,000	€1.19	0.36	
★ pension calculator hse	320	€1.11	0.11	
★ pension tax free lump sum calculation	320	€1.16	0.52	
★ annuity calculator ireland	140	€0.60	0.32	
★ tax on pension ireland	140	€0.99	0.18	
★ aib pension	140	€0.86	0.07	
★ average pension in ireland	110	€1.50	0.23	
★ best investment funds ireland 2017	110	€3.43	0.64	
★ employer pension contributions ireland	110	€2.26	0.13	
★ cashing in pension at 50	110	€1.21	0.6	
★ irish pension board	90	€0.99	0.07	

DESKTOP V MOBILE



**JAN
2018**

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH
ENGINE



we
are
social

SMARTPHONE:

52%

COMPUTER:

50%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

45%

COMPUTER:

32%

PLAY
GAMES



SMARTPHONE:

9%

COMPUTER:

8%

WATCH
VIDEOS



Google

SMARTPHONE:

38%

COMPUTER:

34%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

29%

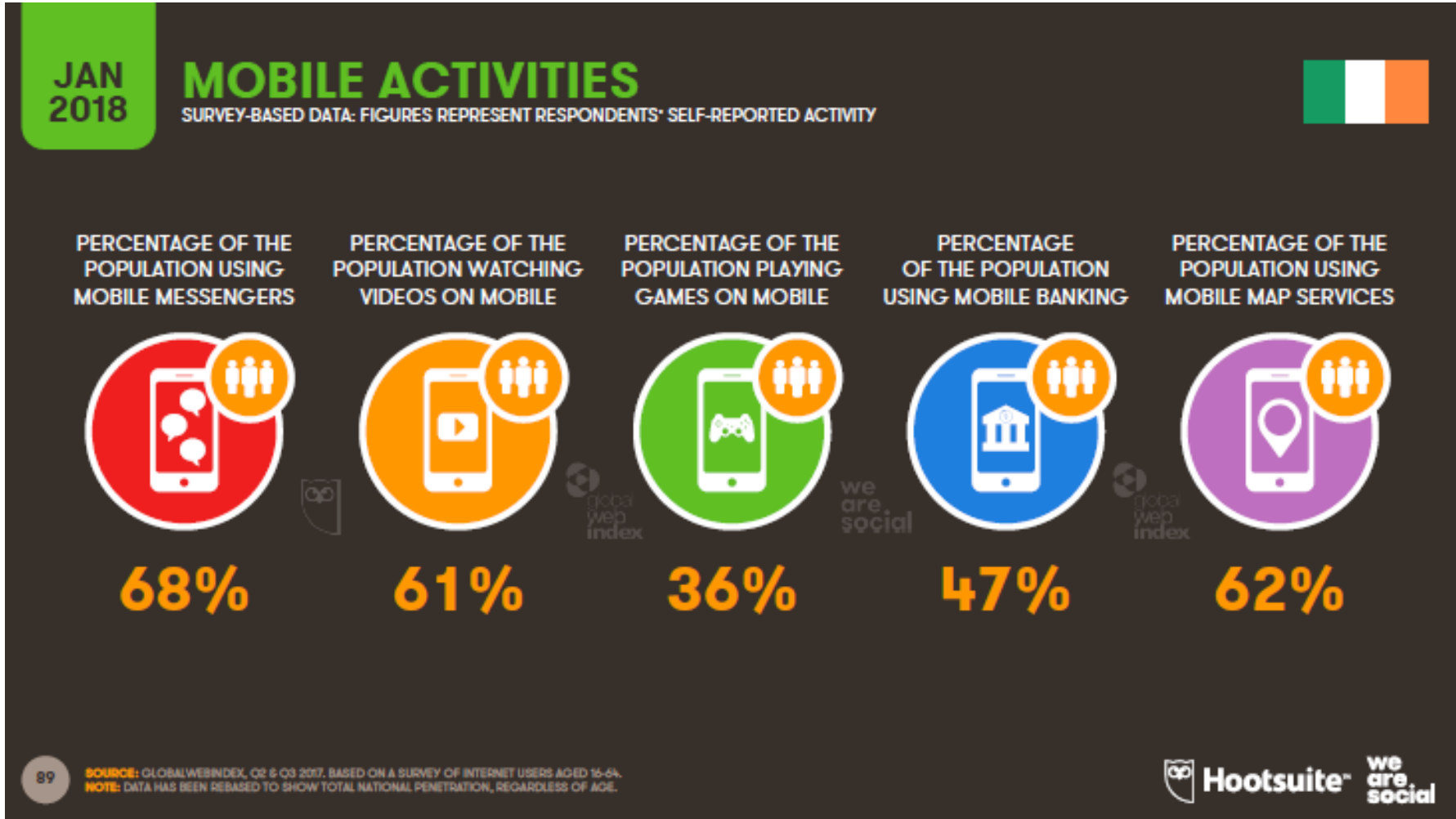
COMPUTER:

24%

75

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. ***NOTES:** DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

 **Hootsuite** 



**JAN
2018**

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



95%

we
are
social

HAS A
CREDIT CARD



46%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA G-SMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



54%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



44%



PERCENTAGE OF MEN
WITH A CREDIT CARD



48%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



52%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



56%

92

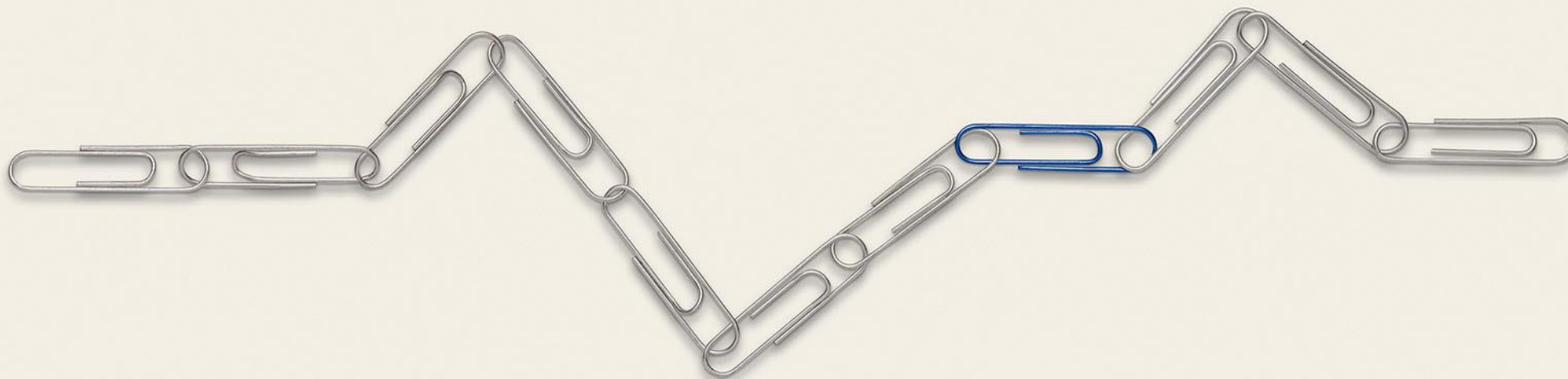
SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (2015). NOTE: FIGURES REPRESENT THE PERCENTAGE OF PEOPLE AGED 15+, NOT TOTAL POPULATION.



Hootsuite

we
are
social

WHY DIGITAL IS IMPORTANT TO YOU



2018 *This Is What Happens In An Internet Minute*



DIGITAL MARKETING CHANNELS



What Is SEO?

IMPORTANT
More than 3 billion searches a day on Google alone.
93% online experiences begin with a search engine.
Need we say more?

VISIBILITY
It makes a huge difference to consumers if they find your website ranking in Google's SERPs, while searching for products and services.

SALES
Search is the #1 driver of traffic to a website, beating social media by 300%. Search also has the best ROI and biggest impact on Lead Generation & Conversion.



What is Google Analytics?


It helps with describing visitors

- Female
- Chrome
- Samsung Galaxy S9
- Yoga enthusiast



- Cork
- 25 – 34
- Uses Spanish as a default browser language
- Returning visitor

What is PPC?



what is ppc

Volume: 6,600/mo | CPC: €1.96 | Competition: 0.06

[All](#) [Images](#) [Videos](#) [News](#) [Books](#) [More](#) [Settings](#) [Tools](#)

About 113,000,000 results (0.44 seconds)

What is Google AdWords? | Learn From the PPC Experts

[Ad](#) marketing.wordstream.com/

Find Out What You Can do to Drive Cost-Effective Leads on AdWords. Free Guide, Bing Elite SMB Partner. Free AdWords Grader. Google Premier Partner. Trusted by 1M Advertisers. Spend Less, Get More. Services: PPC Software, AdWords Grader, Whitepapers, Keyword Tools, Guides. Free Keyword Tool - Schedule a Demo - Grade Your PPC Account - WordStream Free Trial

What Is PPC? Learn the Basics of Pay-Per-Click (PPC) Marketing ...

<https://www.wordstream.com/ppc>

PPC stands for **pay-per-click**, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC.

People also ask

Is paid search the same as PPC?


What is PPC and how does it work?

Is SEM the same as PPC?


Is PPC a SEO?

Feedback


Videos




What is PPC? An Introduction to Pay Per Click Marketing



What is PPC? Pay Per Click Marketing Explained



What is PPC? - Pay-Per-Click Explained!



Pay-per-click

Pay-per-click, also known as cost per click, is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher when the ad is clicked. Pay-per-click is commonly associated with first-tier search engines. [Wikipedia](#)

People also search for

Search Engine Optimizati...

Internet Marketing

Search Engine Marketing

Social media marketing

Web search engine

Feedback

Related Keywords

Export to CSV

★ Keyword	Vol	CPC	Comp
★ pay per click google	2,400	€12.18	0.49
★ ppc company	1,900	€28.57	0.57
★ pay per click sites	1,600	€4.04	0.38
★ pay per click jobs	1,300	€0.41	0.49
★ ppc advertising companies	880	€18.17	0.44
★ make money with pay per click	880	€2.23	0.61

© Zurich Insurance Company Ltd

30

What is Content Marketing?

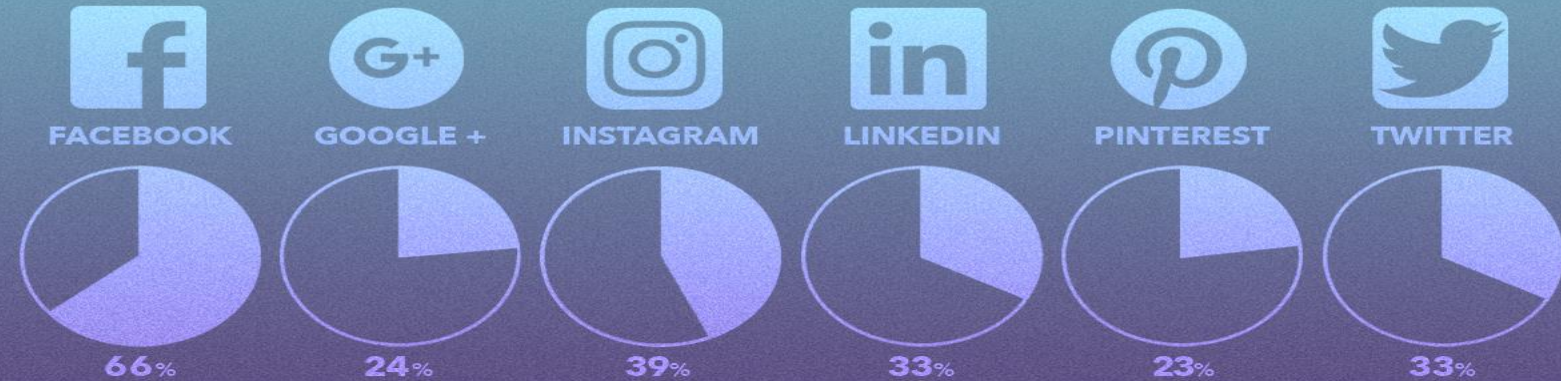
“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”



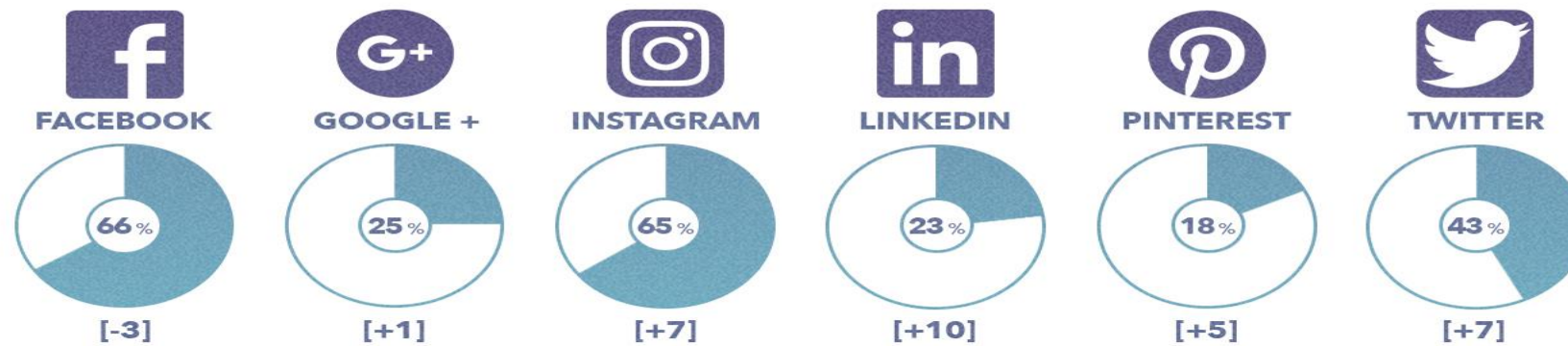
What is Social Media?

ACCOUNT OWNERSHIP

% SOCIAL NETWORK ACCOUNT OWNERSHIP IN IRELAND

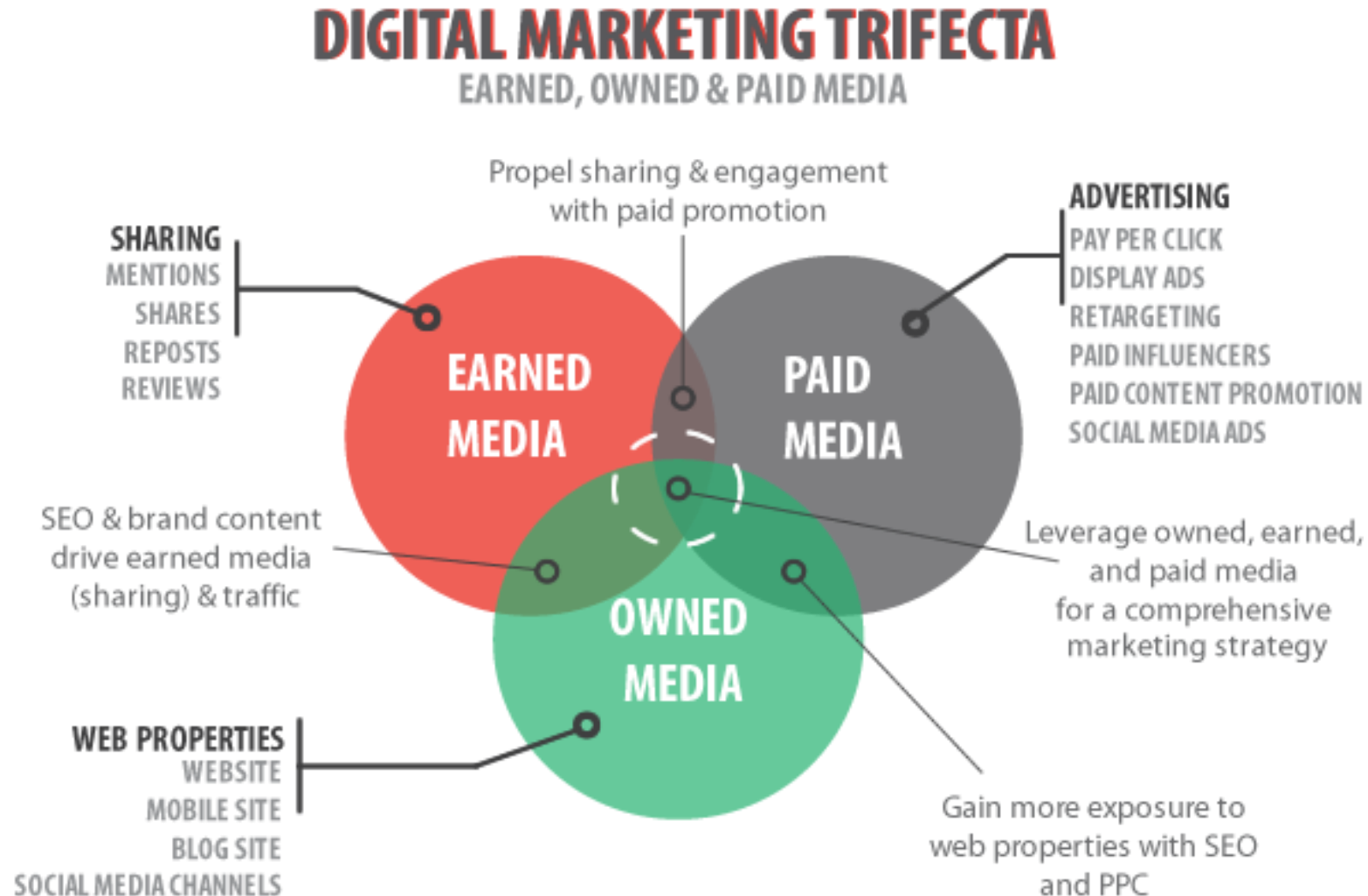


OF THOSE WHO USE THESE SOCIAL NETWORKING PLATFORMS, % THAT DO SO DAILY

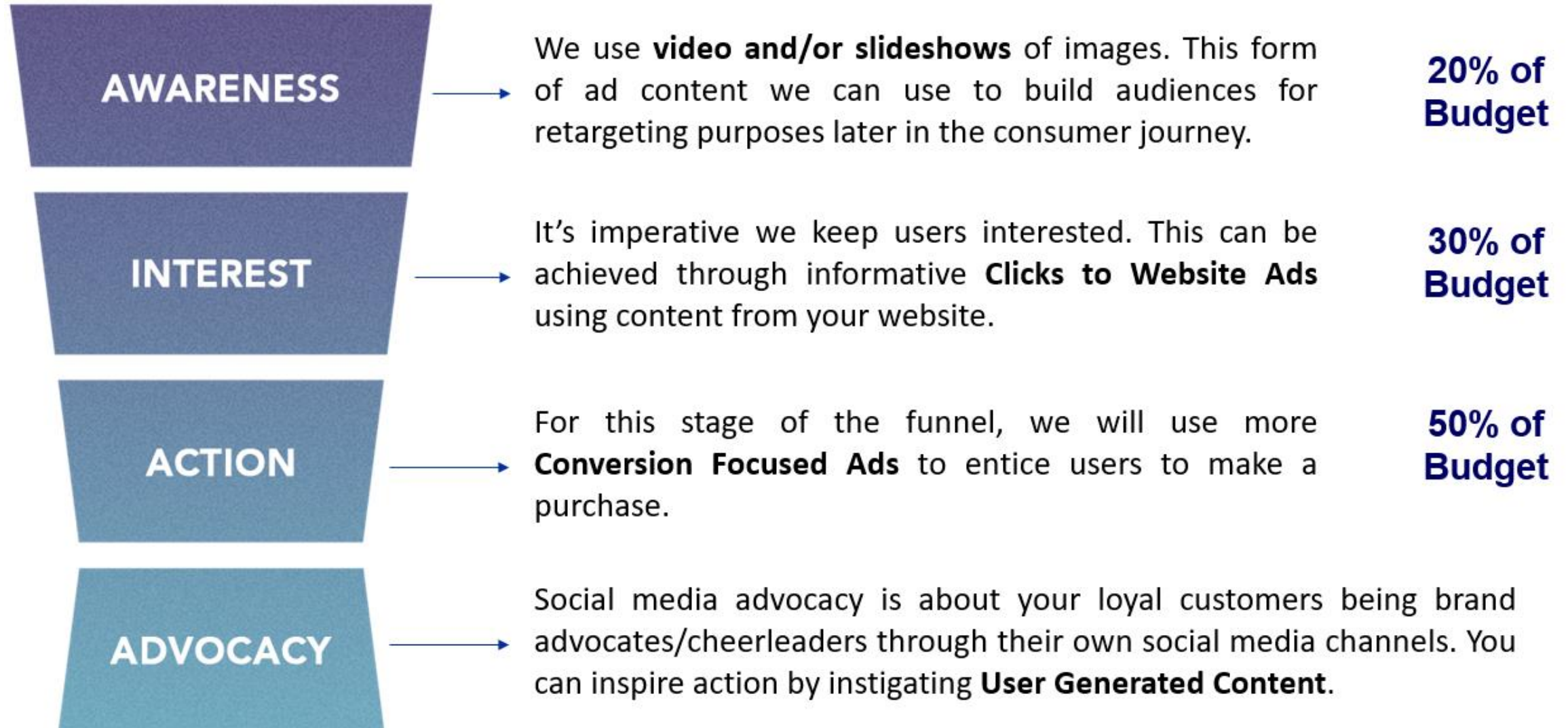


DAILY USAGE
[] CHANGE SINCE MAR 2018

How Each Channel Operates in the Sales Funnel



The Full Funnel Strategy



WHICH CHANNEL WILL WORK FOR YOU?

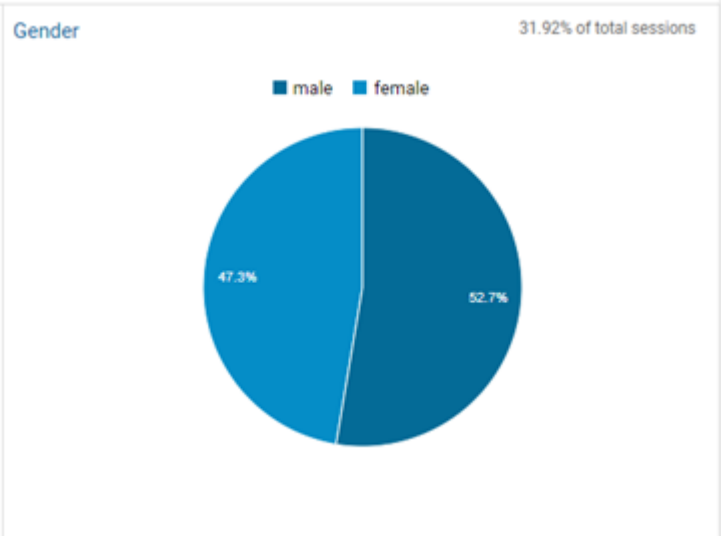
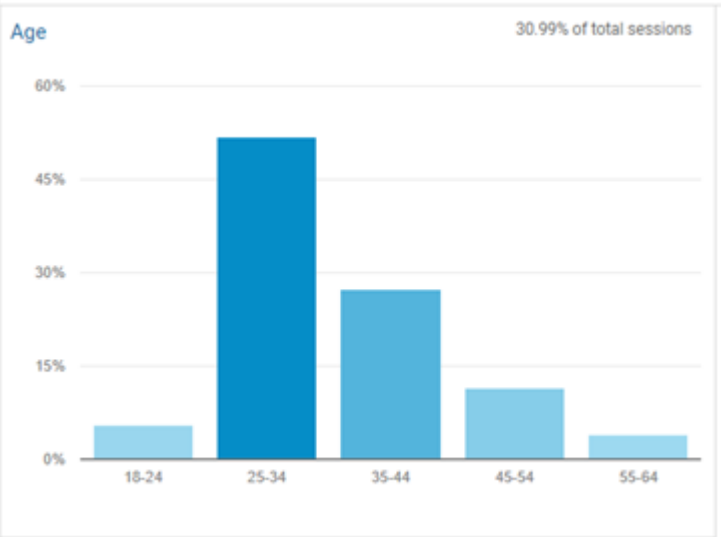


The User Journey Has Many Touchpoints



Google Analytics

Demographics



Device Category	Sessions
	1,018 % of Total: 100.00% (1,018)
1. desktop	951
2. mobile	51
3. tablet	16

Default Channel Grouping	Acquisition		
	Users ?	New Users ?	Sessions ?
	15,732 % of Total: 100.00% (15,732)	10,509 % of Total: 100.00% (10,509)	19,249 % of Total: 100.00% (19,249)
1. Organic Search	7,312 (45.81%)	3,404 (32.39%)	8,710 (45.25%)
2. Direct	3,350 (20.99%)	2,948 (28.05%)	3,974 (20.65%)
3. (Other)	2,470 (15.47%)	2,177 (20.72%)	2,975 (15.46%)
4. Paid Search	1,623 (10.17%)	1,049 (9.98%)	1,955 (10.16%)
5. Referral	767 (4.81%)	548 (5.21%)	1,141 (5.93%)
6. Social	439 (2.75%)	383 (3.64%)	485 (2.52%)
7. Email	1 (0.01%)	0 (0.00%)	9 (0.05%)

Google Domination

Google remains the key driver of the web, generating 62% of all traffic and 63% of all revenue.

Google are making it harder for users to distinguish between an ad and an organic result. Brands will need to integrate SEO and AdWords activities for maximum impact.

Having a long-tail keyword strategy will be vital in the wake of voice search.



	Google Organic	Google CPC	Direct	Email	Face-book Organic	Face-book CPC	Bing Organic	Yahoo Organic	Others
Retail	38%	24%	18%	3%	3%	1%	1%	1%	12%
Multi-Channel	40%	24%	17%	4%	3%	0%	1%	1%	9%
Online Only	32%	23%	21%	1%	2%	2%	1%	0%	16%
Travel	45%	18%	20%	2%	2%	0%	2%	1%	10%
Overall	39%	23%	18%	3%	3%	1%	1%	1%	11%

LOCAL & NATIONAL PRESENCE



Ensuring Your Brokerage is Visible

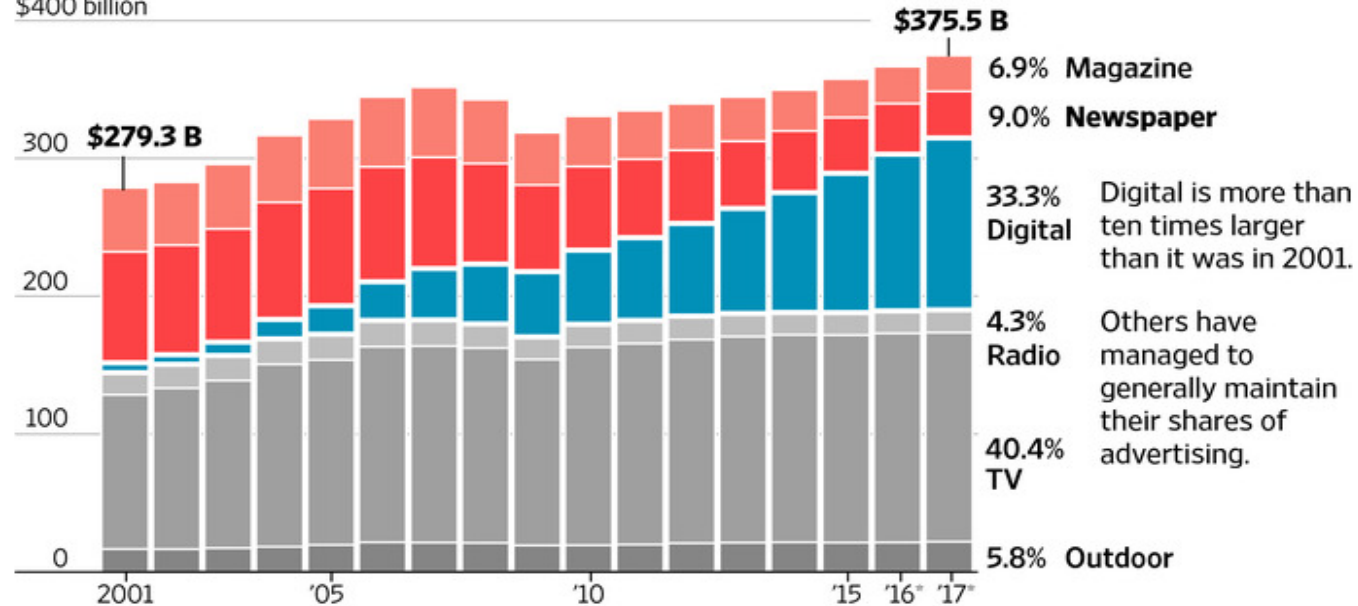
Is traditional media dead?

Media Shifts

Newspaper declines in print advertising are accelerating, shrinking their share of media spending.

Global ad spending, divided by media share, inflation-adjusted

\$400 billion



*Projections
Source: GroupM

THE WALL STREET JOURNAL.

Nope...But...

Digital Marketing is now on average 33% of global marketing budgets.

Up 10x from 2001

Ensuring Your Brokerage is Visible

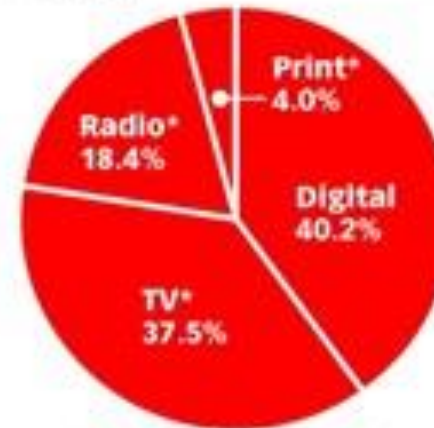
Is traditional media dead?

Also worth noting...
50% of people's media consumption
is online.

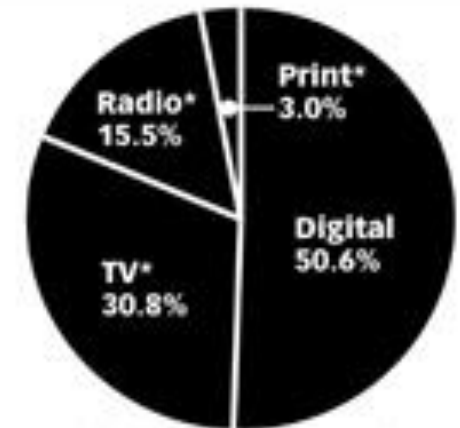
Is that the real benchmark?

Share of Average Time Spent per Day with Major Media by UK Adults, 2013 & 2018

% of total



2013 total time spent=
8 hours 9 minutes



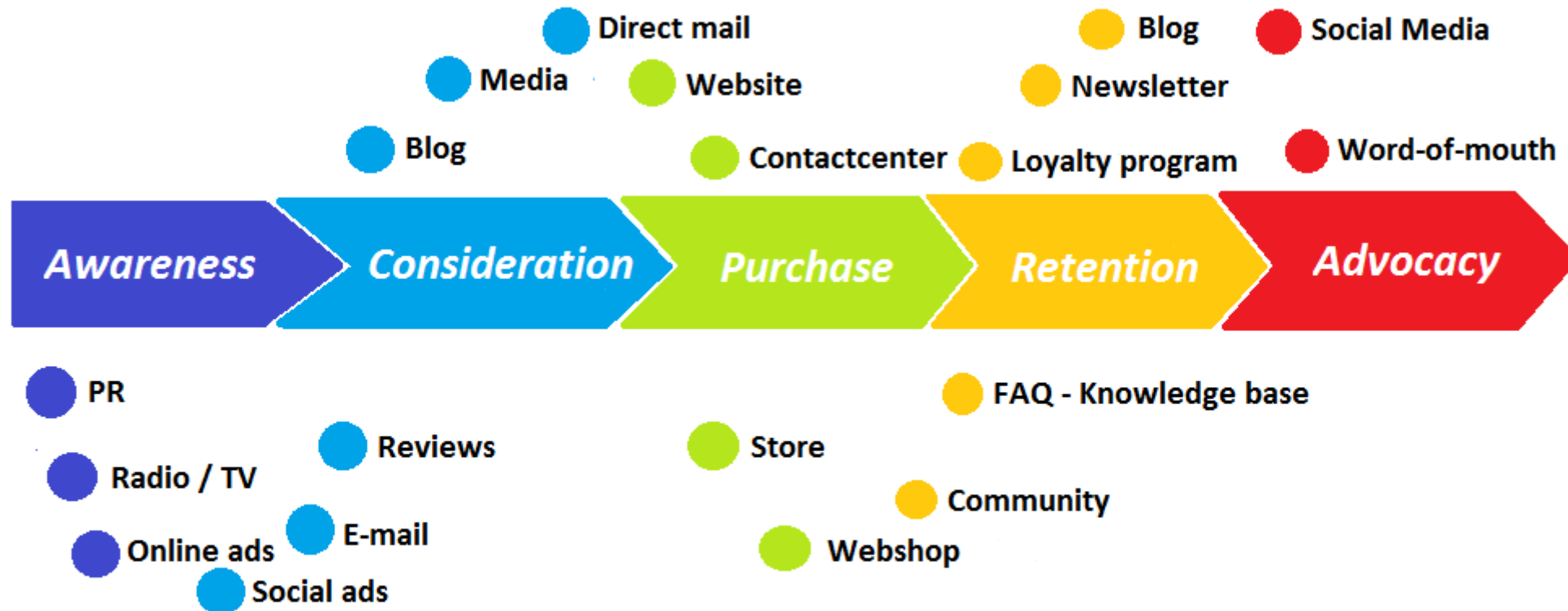
2018 total time spent=
9 hours 23 minutes

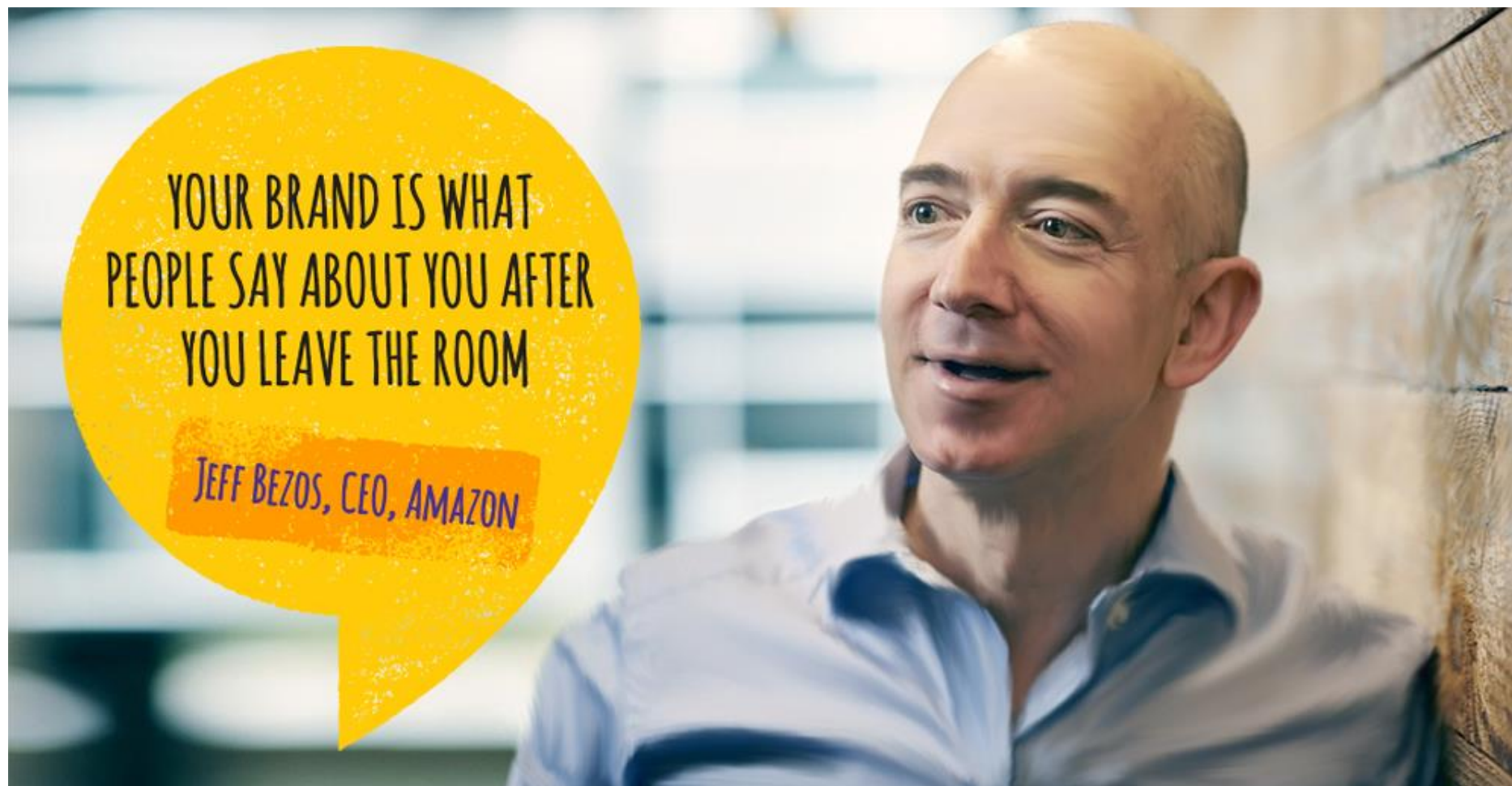
*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; numbers may not add up to 100% due to rounding; *excludes digital*
Source: eMarketer, April 2018

237174

www.eMarketer.com

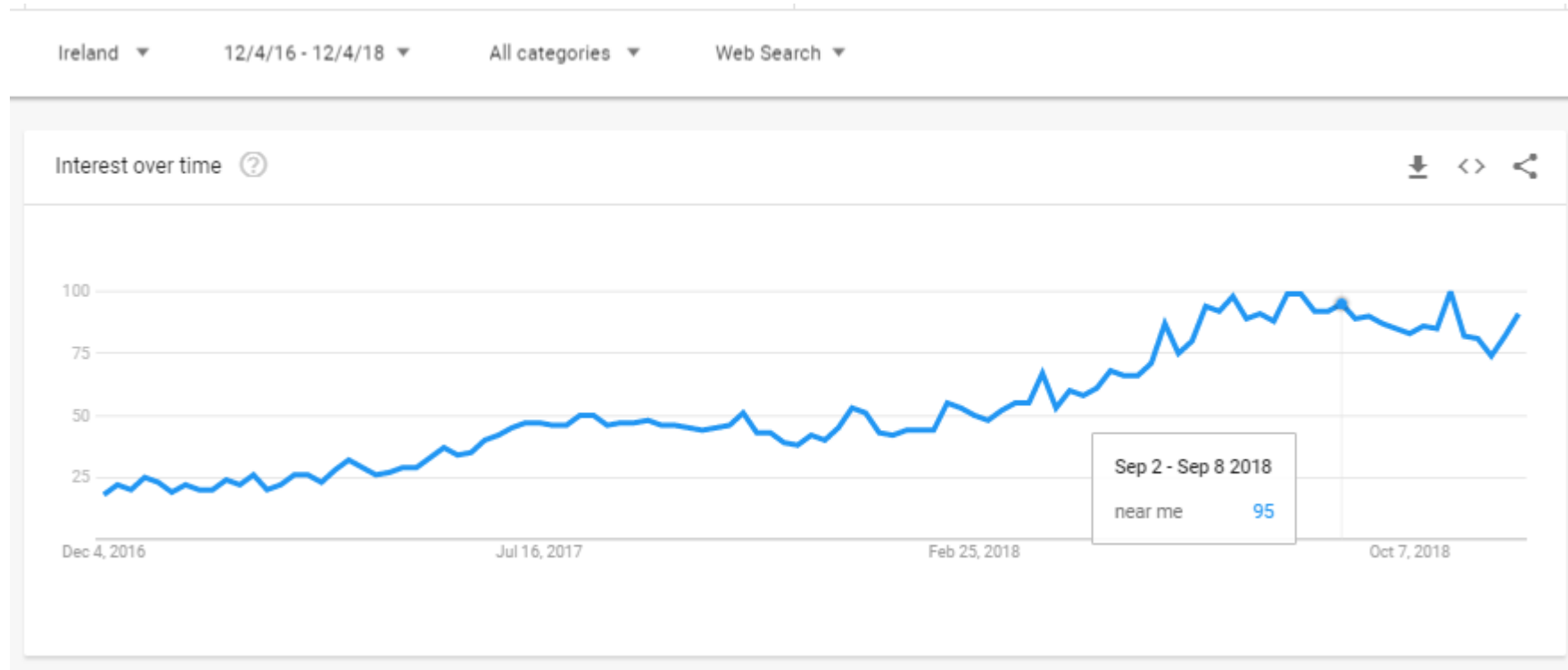
Content Creates a Roadmap to Purchase



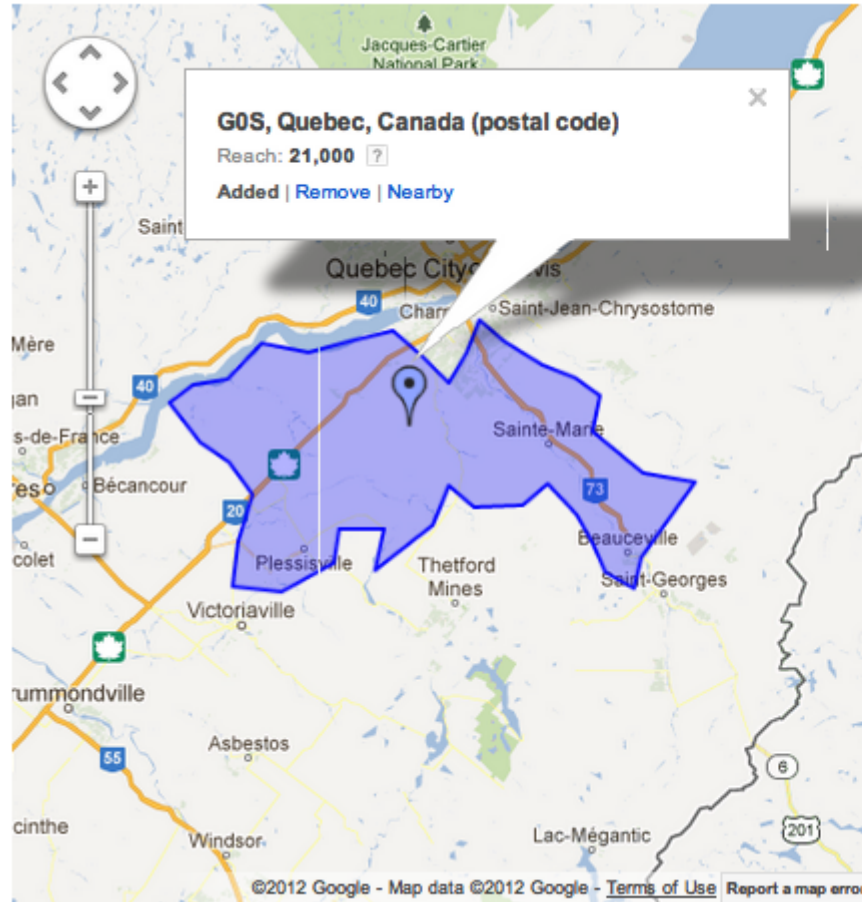


Targeting Clients In Your Location


“Near me...” Google Searches continue to rise



Google Ads Location Targeting



Search | [Radius targeting](#) | [Bulk locations](#)


 Enter a location to target or exclude.

For example, a country, city, region or zip code. Or, click the button above to show available locations within the map area.

[<<](#) [>>](#) **G0S, Quebec, Canada** - postal code ✕

Reach: **21,000** [?](#)

Nearby locations	Show by postal code ▾	Reach ?	Add all
G0R, Quebec, Canada - postal code		10,000	Add Exclude Nearby
G7A, Quebec, Canada - postal code		9,000	Add Exclude Nearby
G0X, Quebec, Canada - postal code		9,000	Add Exclude Nearby
G0A, Quebec, Canada - postal code		6,000	Add Exclude Nearby
G6Z, Quebec, Canada - postal code		4,000	Add Exclude Nearby
G0M, Quebec, Canada - postal code		3,000	Add Exclude Nearby

 [Show locations on map](#) [?](#)

Enclosing locations	Reach ?
Quebec, Canada - province	5,470,000 Add Exclude Nearby
Canada - country	24,100,000 Add Exclude Nearby

Selected locations

Targeted (1) [Show locations](#)

Facebook Ads Location Targeting

Geo targeting in Ads provides an extra layer over your ability to rank in '...near me' search results.

- Traffic ✓
- Offer
- Audience
- Placements ✓
- Budget & Schedule ✓

Ad

- Identity ✓
- Format ✓
- Fullscreen Experience
- Media ⚠
- Links ⚠

Locations ⓘ

United States, California

1601 Willow Rd, Menlo Park + 5 mi ▼

United States, Pennsylvania

Philadelphia + 25 mi ▼

Include ▼ | Country, state/ZIP or address

5 miles

10 miles

25 miles

50 miles

Close

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ

✓ Everyone in this location

People who live in this location

People recently in this location

People traveling in this location

Detroit

Cleveland

Drop Pin

Add Bulk Locations...

Age ⓘ

30 - 50

Gender ⓘ

All Men Women

SUMMARY



Summary

Key Takeaways

1. Everyone is online... you need to be too!
2. About 70-80% of product research happens online before contacting a seller or company
3. Irish consumers are ahead on the digital curve
4. Different people congregate in different places online. Decide where is best for you to be
5. Traditional media may never go away completely but Digital media are now important for brands

THANK YOU